



# E-COMMERCE GROWTH AND OPPORTUNITY IN RAIPUR AND BILASPUR

Rajiv Agrawal

Research Scholar, Kalinga University, Raipur (C.G.)

## ABSTRACT

E - Commerce is the buying and selling of goods and service on the internet. E- Commerce is the act of doing business electronically. This means that all your transactions are paperless and you use electronic means such as EDI Electronic Data Interchange, electronic mail, bulletin boards, fax transmissions, electrical fund transfer and internet.

E- Commerce is the ability of a company to have a dynamic presence on the internet which allowed the company to conduct its business electronically, in essence having an electronic shop. Product can be advertised, sold and paid for all electronically without the need for it to be processed by human being.

## INTRODUCTION:

E-Commerce is defined as an electronically transaction is the sale or purchase of goods or services, whether between business, households, individual, governments, and other public or private organizations, conducted over computer mediated networks. The goods and service are ordered over those networks, but the ultimate delivery of the goods or service may be conducted on or off-line. In the broad meaning E-Commerce is a means of conducting business using one of the many electronic methods, usually involving telephones, computers or both.

E- Commerce is not about the technology itself, it is about doing business using the technology. E- Commerce is the process of carrying out business online and electronically. It may include buying and selling stock and bonds, selling a tangible product, buying goods and services for your company's operations or purchasing a dress. E-Commerce covers the vast amount of business to consumer and business to business transactions taking place on the web with the help of internet, website hosting and website monitoring. Despite popular belief, there is a lot of more E-Commerce than buying goods online. Every day million of transactions are conducted via the web, all of which fall under the E-Commerce.

E-Commerce has also been defined as a process covering outward processes that touch customers, suppliers and external partner while e-business covers internal processes such as production, inventory management, product development, risk management, finance etc.

In all E-commerce can be described as the uses of the internal and the web to transact business. More formally digitally enabled commercial transaction between and among organizations and individuals. On the other hand, e-business can be described as the digital enablement of transactions and process within a form, involving information systems under the control of the firm. More over, e-business applications turn into E-commerce precisely products, when an exchange of value occurs.

## RELATED WORK:

It is important to read previous related work to both learn from the experience of others and to add something to our exiting body of knowledge. Exiting literature has been reviewed in 3 different areas:

- The researcher uses both secondary as well as primary data. Secondary data (consisting of materials published between 1990 and 2019) was gathered for finding the growth factors of E-commerce industry in Chhattisgarh. Primary data (consisting of individualized questionnaires) was gathered for verification of secondary data results.
- The main purpose of this study is to identify the significant growth factors for e-commerce development in Raipur and Bilaspur. The research approach for this study consists of a meta-analysis of the research literature. Two hundred research papers were collected and analyzed using the meta-analysis method.
- Primary data of 500 respondents were collected by questionnaire by using convenient sampling methods. Meta-analysis is the statistical procedure for combining data from multiple studies. Meta-analysis can be used to identify this common effect when the treatment effect (or effect size) is consistent from one study to the next study. When the effect varies from one study to the next meta-analysis may be used to identify the reason for the

variation.

## METHODOLOGY:

Significance of Meta-analysis:- Decisions about the utility of an intervention or the validity of a hypothesis cannot be based on the results of a single study because results typically vary from one study to the next. Rather, a mechanism is needed to synthesize data across studies. Narrative reviews had been used for this purpose, but the narrative review is largely subjective (different experts can come to different conclusions) and becomes impossibly difficult when there are more than a few studies involved. Meta-analysis, by contrast, applies objective formulas (much as one would apply statistics to data within a single study) and can be used with any number of studies.

Meta-analysis is an excellent way of reducing the complexity and breadth of research, allowing resources to be diverted elsewhere. For unusual situations it allows researchers to collect data from further a field than would be possible for one research group.

As the method becomes more common database programs have made the process much easier with professionals working in parallel able to enter their results and access the data.

The researcher reviewed hundreds of research papers from a thousand reports and articles published between 1999 and 2019 in leading journals, books and magazines about the growing e-commerce industry. From these publications the researcher selected two hundred research papers which were directly or indirectly addressing the factors which reflected the growth of an e-commerce industry. The researcher counted the frequency of occurrence of these growth factors on this list and ranked them according to their frequency of appearance. After finding the frequency on the basis of the mode, the researcher checked the impact of the growth of e-commerce industry in India and presented this with the help of percentage analysis method.

After getting the result the researcher cross-checked this result with the help of results from the primary data survey. Primary data were collected via questionnaire. The sample size for the primary data collection was 500 respondents. From this data set the researcher was able to cross-check the primary against the secondary data set. This comparison identifies the factors having the most impact on the growth of the e-commerce industry in Raipur and Bilaspur.

## RESULT:

Table 1.1: Growth Factor: Business Strategy in Raipur

Sr. No	Growth Factors	Primary Data Response % wise	
		Agree	Disagree
1	Business Strategy	87	13

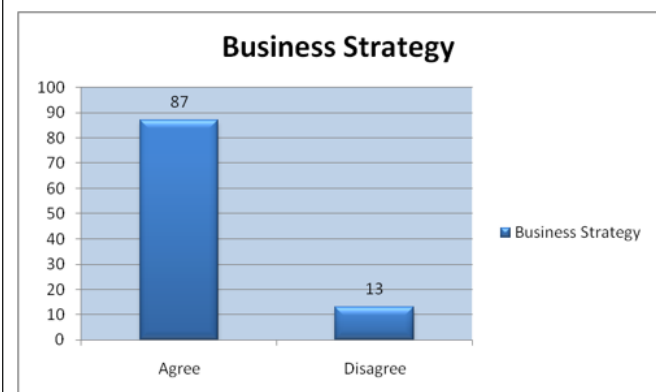


Chart 1.1 Business Strategies

**Interpretation:**

From the above chart and table it has been found that 87% of respondents agreed that Business Strategy factor is making an impact on the growth of E-commerce industry in Raipur. —Business strategy includes Business Concept, Financial features (Payment options and Refund mechanism), Advertising, Packaging, Public Relations, Distribution Policies and Utility of Resources.

Table 1.2: Growth Factor: Business Strategy in Bilaspur

Sr. No	Growth Factors	Primary Data Response % wise	
		Agree	Disagree
1	Business Strategy	74	26

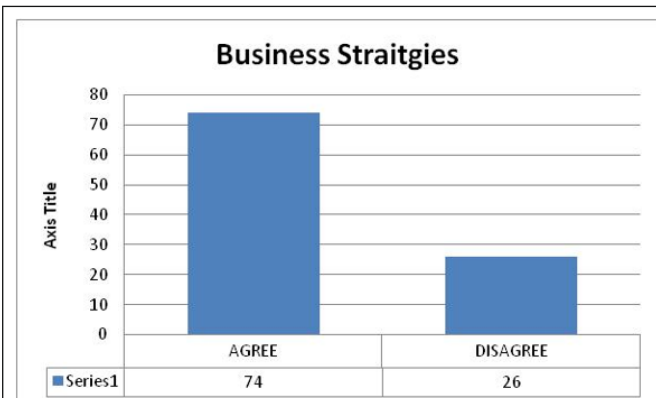


Chart 1.2 Business Strategies

**Interpretation:**

From the above chart and table it has been found that 74% of respondents agreed that Business Strategy factor is making an impact on the growth of E-commerce industry in Bilaspur. —Business strategy includes Business Concept, Financial features (Payment options and Refund mechanism), Advertising, Packaging, Public Relations, Distribution Policies and Utility of Resources.

Table 1.3 Growth Factor: Website Interaction in Raipur

Sr. No	Growth Factors	Primary Data Response % wise	
		Agree	Disagree
1	Website Interaction	86	14

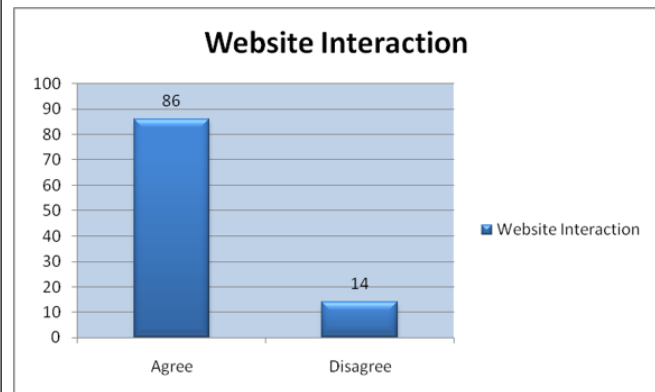


Chart 1.3: Website Interaction

**Interpretation:**

From the above chart and table it has been found that 86% of respondents agreed that Website Interaction factor is making an impact on the growth of E-commerce industry in Raipur and 14% of respondents were not agreed that Website Interaction factor is making an impact on the growth of E-commerce industry in Raipur.

Table 1.4 Growth Factor: Website Interaction in Bilaspur

Sr. No	Growth Factors	Primary Data Response % wise	
		Agree	Disagree
1	Website Interaction	77	23

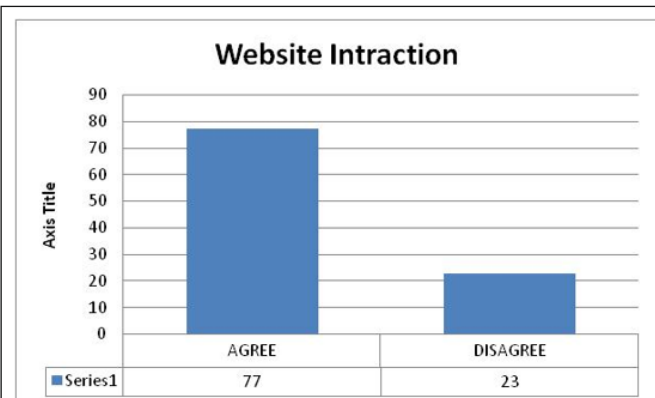


Chart 1.4: Website Interaction

**Interpretation:**

From the above chart and table it has been found that 77% of respondents agreed that Website Interaction factor is making an impact on the growth of E-commerce industry in Bilaspur and 23% of respondents were not agreed that Website Interaction factor is making an impact on the growth of E-commerce industry in Bilaspur.

**CONCLUSION:**

E-commerce is extending quickly and has encouraged changes by altogether decreasing the expense of outsourcing and cooperation with outside elements. E-Commerce is a key innovation for accelerating economic advancement, decreasing time scales, encouraging more prominent systems administration in the economy and making the speedier dispersion of learning and thoughts conceivable. Thirty factors have been elaborated by the researcher that was found responsible for the growth of E-commerce industry in Raipur and Bilaspur. E-commerce drivers shift starting with one nation then onto the next. A few drivers that are found in some developed nations are not yet apparent in numerous growing nations. Sometimes the drivers in a developed nation could be obstructions in different nations.

In Present research Paper, we did a comparative study of E-commerce Growth and Opportunity between Raipur and Drug district of Chhattisgarh state and we found in research that the Growth and Opportunity of Raipur district is more than Bilaspur district.

**REFERENCES:**

- I. Abbasi, E., Ranjbar, H., Ranjbar, S., Alipour, S. and Shabanpour, M. (2014)
- II. Considering-commerce advantages, development and acceptance', Scientific Journal of Review, 3(5), pp.335-344.
- III. Ackerman, M.S., Cranor, L.F. and Reagle, J. (1999) November. Privacy In E-commerce.

- merce: Examining User Scenarios And Privacy Preferences' Proceedings of the 1st ACM conference on Electronic commerce, pp. 1-8.
- IV. Agarwal, A.S. and Bhatnagar, D.P.H. (2015) 'M-commerce in India: Promise and Problems', *IJRCCCT*, 4(4), pp.273-276.
- V. Ahmad, F. (2001) 'Electronic Commerce: An Indian Perspective', *International Journal of Law and Information Technology*, 9(2), pp.133-170.
- VI. Ahmad, I. and Sinha, J. (2016) 'E-commerce: Adoption Barriers in Small and Medium-Sized Enterprises (SMEs) in India', *SMS Journal of Entrepreneurship & Innovation*, 2(2), pp.48-53.
- VII. Aileni, R.M. (2011) 'Human motion reconstruction based on static postures', *The 6 International Conference on Virtual Learning ICVL*, University of Bucharest, Romania pp. 449-450.
- VIII. Aljifri, H.A., Pons, A. and Collins, D. (2003) 'Global E-commerce: a framework for understanding and overcoming the trust barrier', *Information Management & Computer Security*, 11(3), pp.130-138.
- IX. Allen, D.K., Colligan, D., Finnie, A. and Kern, T. (2000) 'Trust, power and interorganizational information systems: the case of the electronic trading community TransLease', *Information Systems Journal*, 10(1), pp.21-40.
- X. Alsabawy, A.Y., Cater-Steel, A. and Soar, J. (2013) 'IT infrastructure services as a requirement for e-learning system success', *Computers & Education*, 69(1), pp.431-451.